



# BRAZIL COFFEE REPORT 2002

# EXECUTIVE SUMMARY

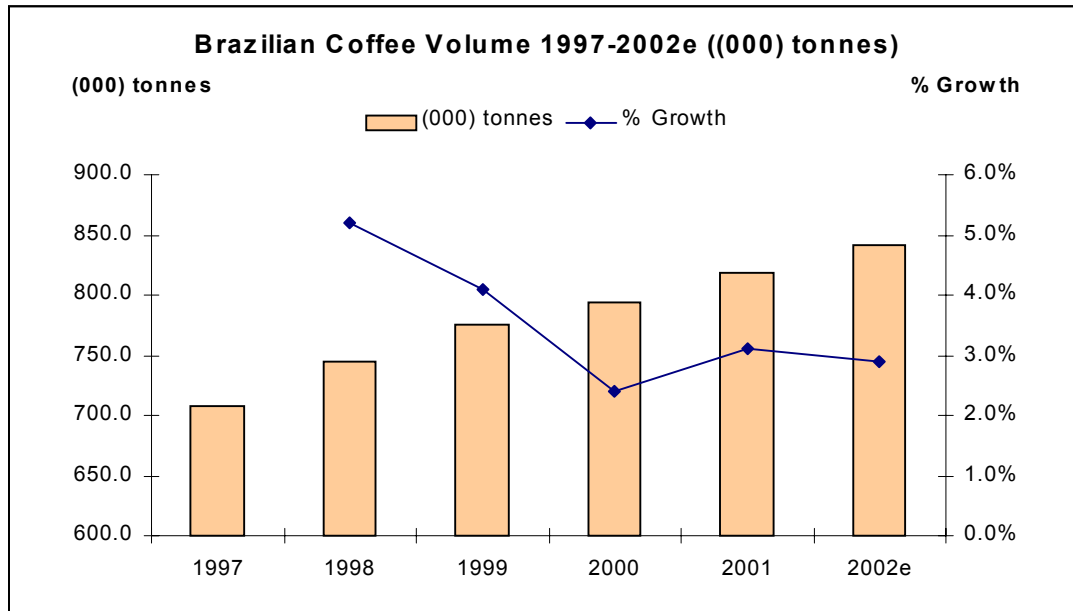
## BRAZILIAN COFFEE (SIC 2095) NAICS 31192

<b>Market Size</b>	Brazilian Coffee sales increased by 3.1% in 2001. Total sales by volume for 2001 were 817.9 (000) tonnes.
<b>Market Segmentation</b>	Soluble coffee accounted for 8% of market volume of the Brazilian Coffee market in 2001.
<b>Market Shares</b>	In 2000, the largest Brazilian Coffee company was Café' Pilao, with a 15.0% share of the market by volume.
<b>Market Forecast</b>	Not Available – Please See Notes.
<b>Socio-Economic Data</b>	Size of population, GDP, Inflation and Exchange rates (local currency – US\$)
<b>Further Sources</b>	Trade associations and related reports available from Snapshots International.

# MARKET VOLUME

## BRAZILIAN COFFEE

- Brazilian Coffee sales increased by 3.1% in 2001. Total sales by volume for 2001 were 817.9 (000) tonnes.
- Compound annual growth rate for the period 1997-2001 was 3.7%.
- The strongest growth was in 1998, with a rate of 5.2%.



Source: Snapdata Research

**Table 1: Brazilian Coffee Volume 1997-2002e ((000) tonnes)**

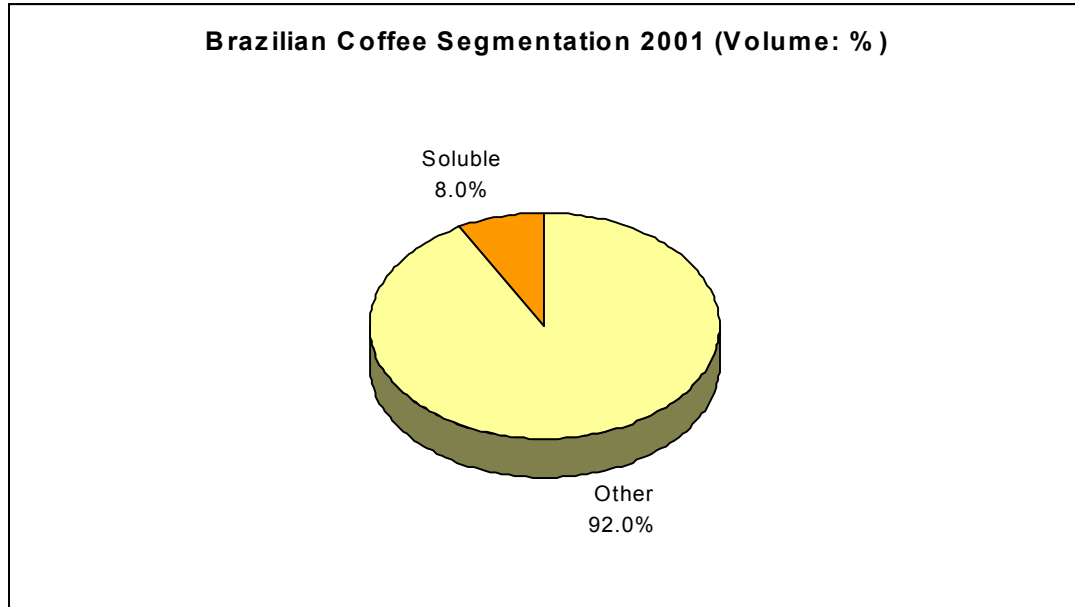
Market Volume	(000) tonnes	% Growth
1997	707.4	
1998	744.1	5.2%
1999	774.7	4.1%
2000	793.3	2.4%
2001	817.9	3.1%
2002e	841.6	2.9%
<b>CAGR [1997-2001]</b>	<b>3.7%</b>	

Source: Snapdata Research

# MARKET SEGMENTATION BY VOLUME

## BRAZILIAN COFFEE

- Soluble coffee accounted for 8% of market volume of the Brazilian Coffee market in 2001.



Source: Snapdata Research

**Table 2: Brazilian Coffee Segmentation 2001 (Volume %)**

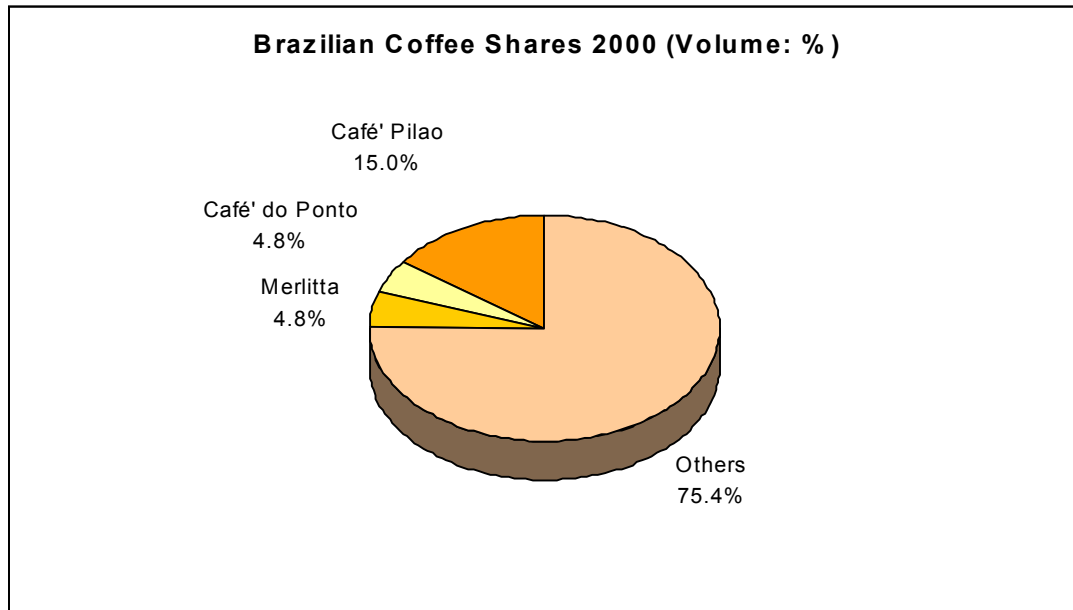
Segment	% Share
Soluble	8.0%
Other	92.0%
<b>Total</b>	<b>100%</b>

Source: Snapdata Research

# MARKET SHARES BY VOLUME

## BRAZILIAN COFFEE

- In 2000, the largest Brazilian Coffee company was Café' Pilao, with a 15.0% share of the market by volume.
- Two other main players were Café' Ponto and Merlitta, each accounting for 4.8% of the market by volume.



Source: Snapdata Research

**Table 3: Brazilian Coffee Shares 2000 (Volume: %)**

Company	% Share
Café' Pilao	15.0%
Café' do Ponto	4.8%
Merlitta	4.8%
Others	75.4%
<b>Total</b>	<b>100%</b>

Source: Snapdata Research

In the soluble coffee segment the leader is Nescafé (Nestlé).

### Key Websites:

Nestlé (<http://www.nestle.com.br>)

# MARKET FORECASTS

## BRAZILIAN REFINED PETROLEUM PRODUCTS

\*Please note;

Snapshots original production plans included full reports on Brazil publication dates for December 2002.

However due to the current economic climate in the country, Snapshots have reserved the right to withhold publication of the market forecasts as they have become unpredictable due to the unstable economy.

The reports incorporate historical data only for all markets.

## SOCIO-ECONOMIC DATA

**Table 4: Brazilian Size of Population 1997-2001 (Pop m)**

Year	Pop m	Growth %
1997	167.3	
1998	169.3	1.2%
1999	171.2	1.1%
2000	172.9	1.0%
2001	174.5	0.9%

**Table 5: Brazilian Nominal GDP, at current market prices 1997-2001 (US\$ bn)**

Year	US\$ bn	Growth %
1997	807.7	
1998	787.7	-2.5%
1999	531.1	-32.6%
2000	593.8	11.8%
2001	502.5	-15.4%

**Table 6: Brazilian Consumer Price Index (% change) 1997-2001**

Year	Rate %
1997	6.9%
1998	3.2%
1999	4.9%
2000	7.0%
2001	6.8%

**Table 7: Exchange Rate 1997-2001 (BrL per US\$)**

Year	BrL per US\$
1997	1.1
1998	1.2
1999	1.8
2000	1.8
2001	2.4

Source: Economist Intelligence Unit

## FURTHER SOURCES

### Trade Associations

**ABIC, Associação Brasileira da indústria de café'**

Rua Visconde de Inhauma 50, 8 andar CEP 20091 000 Rio de Janeiro RJ

Tel: (00 55) 021 2516 8595

Fax: (00 55) 021 2263 0398

Web: <http://www.abic.com.br/>

**Associação Brasileira das Indústrias de Café' Soluvel**

Av. Paulista, 1313, 9 andar, sl 904 01311-923 Sao Paulo SP

Tel: (00 55) 011 288 0893

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